

TAILORING YOUR MESSAGING FOR MEN AND BOYS OF FAITH: STRATEGIES FOR EFFECTIVE ENGAGEMENT

Presented by Peaceful Families Project
Tahani Chaudhry, M.A.
Research and Resource Development Coordinator

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Agenda

1. Opening Question
2. Introduction: Understanding the Significance of Inclusive/Culturally Competent Messaging
3. Background: Inclusive Messaging Initiatives
4. Challenges & Obstacles
5. Lessons Learned: Key Considerations for Inclusive Messaging
6. Next Steps: Implementing Inclusive Branding
7. Closing Question



Opening Question:

Drawing from the experiences of your organization, how can advocates develop culturally competent messaging to engage men and boys of faith in their programs?

SOJOURNERS



Understanding the Significance of Inclusive Messaging

What is Inclusive Messaging?

- ▶ Inclusive messaging means using language, images, and stories that respect and reflect the identities, experiences, and perspectives of different groups and individuals, and avoid stereotypes, biases, and exclusions.

Why is this important?

- ▶ Ethics and social justice
- ▶ Build trust and credibility
- ▶ Expand engagement and buy-in of more stakeholders and allies



Understanding the Significance of Inclusive Messaging (cont.)

What messaging around gender-based violence do men hear?

- ▶ Men as violent, men as aggressors, men as perpetrators

What consequences do these messages have?

- ▶ Feelings of defensiveness and disengagement
- ▶ Men who have been victimized feel silenced or forgotten

What are the narratives and counter-narratives around masculinity? (Toxic Masculinity, Red Pill Movement)

- ▶ Increasing conversations around masculinity as a response to the feminist movement
- ▶ Men vs Women



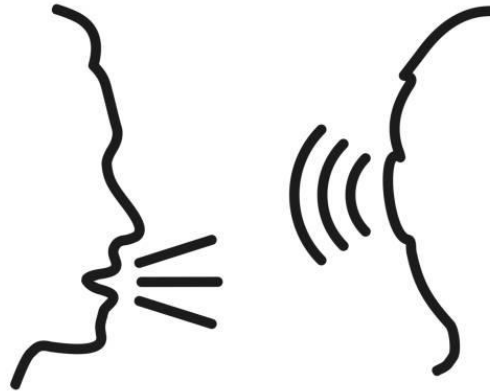
Peaceful
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INTERNATIONAL

Inclusive Messaging Initiatives: How do we include men and boys in our work?



Building a structure for them to be involved in



Listening to their concerns and experiences



Male-led and -centered research initiative



Initiatives and Areas of Interest



End the Stigma on Male Victims of DV and other forms of gender-based violence



Male Allyship and Bystander Intervention



Relevant Theoretical Frameworks (Fatuwwah, Chivalry, Protection)

Initiatives and Action Steps



Peaceful Partners Pledge

- engagement
- branding



Merchandise

- slogans
- imagery



Targeted Infographics

- faith-based content
- age appropriate



Inclusive Messaging: Peaceful Partners Pledge



As a Muslim male, I accept and understand my responsibilities to my partner, children, family, and community to respect, protect and lead in the model of our Prophet Muhammad (peace be upon him).

I commit to building a strong Muslim community, starting with my family, by seeking mutual consultation, speaking and acting with mercy and compassion and eliminating violence and practices of manipulation and control of any kind (verbal, emotional and physical) as I am commanded by my deen in Islam.

www.peacefulfamilies.org/ppp

- Engagement
- Branding



Inclusive Messaging: Merchandise

Imagery



Slogans

“Privileged to Protect”

“#DVnotmyDeen”

“Stand Up Speak Out”





Infographics

STAND UP SPEAK OUT

BE A MUSLIM MALE ALLY AGAINST DOMESTIC VIOLENCE

BE COMFORTABLE WITH DISCOMFORT
#DVNOTMYDEEN
[READ MORE BY CLICKING HERE!](#)

MY SELF



- Recognize and reflect on violence and oppression against women
- Step away from my nafs by being aware of my privileges
- Listen and learn from different perspectives

MY COMMUNITY



- **Speak up** when I hear justifications of family violence and misrepresentation of Islam
- **Stand** with those experiencing family violence
- **Check-in** with Muslim Brothers experiencing family stress and intervene when necessary

MY FAMILY



- Follow the prophetic model of mutual consultation in my leadership
- Manage my own language and behaviors in daily interactions as a male in my family
- Demonstrate compassion for all family members

MY SELF

- **Learn** more about oppression and violence against women and girls from their POV
- **Understand** my own advantages as a young muslim man and **Explore** my responsibilities in the face of oppression for the protection of women in my community



Being a Muslim male youth ally against DV

Step out of your comfort zone...

#DVNOTMYDEEN

FIND MORE ON THE [MALE ALLIES WEBPAGE!](#)

MY FAMILY

- **Follow** the examples of the prophet (PBUH) and the Fata
- **Confront** and **Reject** oppressive behavior/language and the advantages given to me by my family as a young muslim man



MY COMMUNITY

- **Speak Up** when I hear people talking about it being okay to disrespect women/girls in our community knowing its not true
- **Offer Safety** when asked to by women/girls facing oppression



THE FATA

Positive Muslim Masculinity

WHAT IS FATA?

[fa-tā] *n.* the transformation period for muslim male youth to transition from boys to men following specific guidance to take their roles as leaders and protectors of the community.



TRUTHFULNESS

- Being honest is one of the noblest things you do in Islam
- Telling the truth can be life saving and changing (story of Sayyid Al-Jilani)

LOVING/TOLERANCE FOR ALLAH

- Loving Allah doesn't mean being perfect in Islam
- Allah already loves us all no matter who we are
- We don't hate people but we turn away from beliefs, attitudes and actions that move us from Allah



VIGILANT CARE

- Protection means watching over ourselves and those we love from both physical and spiritual danger while not using our power to be forceful or oppressive



HUMILITY

- Accepting when we are wrong no matter who brings our mistakes to our attention
- Not starting arguments to make a situation worse/bigger just to show we are right



SERVICE TOWARDS OTHERS

- Putting our desires aside for the benefit of others: giving and serving
- To help others we must listen and understand what they need and be directed by their perspective



RESPECT PARENTS

- The path of sacred manhood necessitates showing respect to one's parents & elders
- Respect includes listening, learning, and having patience with traditions



GENEROSITY

- Whoever is generous will be honored, and whoever is stingy will be humiliated
- Generosity includes giving of your time, energy, material goods and emotional presence.



Challenges & Needs

Challenges:

- ❖ Hate messages and criticism
- ❖ Terminology that can be contentious
- ❖ Men are uncomfortable
 - Need guidance, directive, room for growth
- ❖ No faith-based models exist in the Muslim community

Needs:

- ❖ Need for male leadership and representation
- ❖ Need for individual personalized invitation
- ❖ Need for legitimacy and social standing of presenters
 - Religious expertise
 - DV expertise
 - Socially Liked

Lessons Learned

When you create space, they come!



Nurture a space for growth, not critique



Persistence pays off!

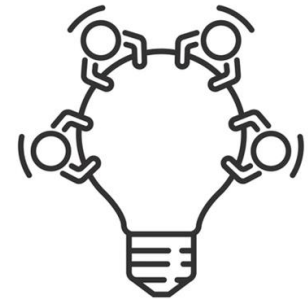


Foster diversity in thought, approaches and language



DIVERSITY

Creating models grounded in community knowledge and expertise



Next Steps: Implementing Inclusive Messaging

Social Change Foci:

- ▶ Understanding the “whispers of violence” to create social change
- ▶ Developing new models for bystander intervention
- ▶ Uplifting and recognizing the voices and needs of male victims
- ▶ Shaping messages and initiatives for potential perpetrators

Action Plans:

- ▶ Developing new models for bystander intervention
- ▶ Youth programming around fatuwah (healthy masculinity)
- ▶ National leadership events (TOT) and convenings (male allies group, youth representatives)
- ▶ Hiring staff that center the need for men and boys in this movement





Closing Question:

What key takeaways would you advise organizations to have in mind when updating their messaging?

Questions & Discussion

Upcoming Programs

- ▶ January 18, 2024 | 1 PM EST: Cultural Competency Training: Overcoming Misconceptions to Engage Men of Faith As Allies
- ▶ Monthly Office Hours (Occurs every 2nd Thursday of the month at 1:00 PM EST)

